

**PUBLIC UNDERSTANDING TOWARDS FRANCHISING: A CASE
STUDY IN KLANG VALLEY**

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**THIS RESEARCH PAPER IS SUBMITTED TO
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA
IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS**

APRIL 2008

ACKNOWLEDGEMENT

In the name of Allah SWT, The Most Gracious, The Most Compassionate and The Most Merciful. Alhamdulillah, all thanks and praises are due to Allah SWT for giving me a strength, chance and ability to work hard in completing this research.

My foremost gratitude goes to my advisor Mrs. Faridah Bt. Pardi, for her understanding, dedication and advices as well as the precious guidance upon guiding me to complete this research. Her precious guidance may never be forgotten and never be measured with time and money. I would also like to dedicated a special thank to my second advisor, Assoc Prof Dr. Ariffin Bin Mohd Salleh, for giving me the most beneficial assistance and suggestion for this research.

Beside that, I'm so glad to thanks my supervisor that is Mr. Mazlan Bin Ibrahim, fully thanks to Miss Hasnizah Bt. Maasap and to all staff of Perbadanan Nasional Berhad (PNS) for their patient assistance, cooperation and the great course during my practical training from 17 December 2007 to 14 March 2008. Without forgetting, a special appreciation to my family and friends for their support in many ways and also library staffs in provided me with a lot of information in completing this project paper. Last but not least, my deepest gratitude goes once again to all who have really helped me during practical training and completing this research paper.

Thank you.

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ABSTRACT

Franchise sector in Malaysia has growing significantly for the last ten years. Now, it does not only become one of the important sources for economy, but also become a tool for employment and job creation for the local people. Recognizing the potential of the industry to provide wealth, modern infrastructure and meeting the demand of thousand consumer worldwide, government has implement tremendous activities to promote the industry to local people and encouraging participation from various individual, organization and sector. In an attempt to increase the knowledge and awareness among general public in franchise industry, this study was conduct to identify the knowledge and understanding, as well as factors influence their understanding towards franchising.

For the purpose of the study, the exploratory research and descriptive research was deployed in order to obtain the objectives. Simple random sampling has been utilized with 170 respondents or the sample size. Self-administered questionnaire was used as the survey instrument beside the source of primary data. By using the analysis generated by SPSS (Statistical Package for the Social Science), results are analyzed and deduction being drawn. Looking at the result in data analysis and cross tabulation did hypothesis testing. Finally, the findings from this study conclude that most of factors were influence public understanding towards franchising in Malaysia is age, education level, franchise visit experience and franchise brand awarenes.